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WIN



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Bosna i Hercegovina
FEDERACIJA BOSNE I HERCEGOVINE
HERCEGBOSANSKA ŽUPANIJA
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LIVNO



WIN AWARENESS-RAISING CAMPAIGN – OUTCOME REPORT

Between January 2025 and March 2026, the *WIN awareness-raising campaign* unfolded across **seven peripheral industrial regions in the Danube Region**. What began as a coordinated effort among ten project partners evolved into a *dynamic, multi-layered campaign* that connected **women, institutions, employers, and communities** around a shared goal: **improving women’s position in labour markets**.

At its core, the WIN project addresses a structural and long-standing challenge. Many of the regions involved share a strong industrial legacy, shaped by sectors such as mining, manufacturing, and heavy industry, which have historically been dominated by men. Although these regions are undergoing economic transformation, labour markets often remain narrow, gendered, and less accessible to women. As a result, many women face limited employment opportunities, underrepresentation in emerging sectors, and a higher risk of unemployment or out-migration.

The campaign was therefore designed not only to raise awareness of these challenges, but to actively respond to them. It sought to make women’s skills, ambitions, and potential more visible, while also addressing the structural and cultural barriers that continue to shape their opportunities. In doing so, it contributed to the broader objective of the WIN project: creating more inclusive, accessible, and effective labour markets in peripheral industrial regions.

A key principle guiding the campaign was the understanding that awareness alone is not enough. Real change requires interaction, experience, and engagement. For this reason, the campaign moved beyond traditional communication approaches and focused on creating spaces where women could meet employers, participate in workshops, share experiences, and build confidence.

From job fairs and networking events to storytelling formats and digital campaigns, activities were designed to be participatory and empowering. This combination of formats allowed the campaign to reach women in different ways, while also engaging institutions, businesses, and communities in rethinking how labour markets can become more inclusive.

Throughout the campaign, activities were implemented at multiple levels: **local, regional, and transnational**, ensuring both relevance to specific contexts and coherence across the partnership. This approach enabled partners to adapt activities to local needs while contributing to a shared narrative and collective impact.

Over the course of the campaign:

- More than **21 events** were organised across all regions, ensuring a consistent presence and engagement in each pilot area.
- A total of **710 participants** took part directly in targeted campaign activities, documented through signed attendance records, of which 605 were women and 105 men.
- Broader campaign outreach, including public events, media coverage, and digital content, reached over **5,249 people** across all reported formats.
- Digital outreach generated over **440,000 impressions and views** across social media, online platforms, and multimedia content, significantly expanding the campaign's visibility beyond physical events.
- Media visibility resulted in **50+ mentions**, contributing to broader public awareness and policy dialogue.

Campaign results were measured at two levels. The 710 participants recorded through signed attendance lists represent direct, verified engagement at targeted activities: events specifically designed for defined target groups such as women entrepreneurs, jobseekers, or students. The broader figure of 5,249 reflects wider campaign outreach, including public events, media coverage, and digital content reported by partners across all regions. Where attendance records were not available, partner reporting was used as the basis for figures.

These results were achieved through a combination of complementary activity formats. Job fairs, workshops, networking events, and public discussions enabled direct interaction between women, employers, and stakeholders, while digital tools, such as podcasts, videos, and storytelling formats, extended the campaign's reach and ensured visibility beyond physical events.

Innovative approaches also played an important role. For example, the NEMIGEN podcast series in Hungary reached over **223,000 views**, demonstrating the potential of new communication formats to engage audiences and challenge stereotypes. Community-based initiatives, such as the Women's Ethno Hub in Serbia, strengthened local networks and supported women entrepreneurs, while large-scale events like job fairs in the Czech Republic created direct access to employment opportunities.

Beyond individual activities, the campaign contributed to building stronger connections between women, employers, public institutions, and civil society organisations. It created spaces for dialogue, encouraged collaboration, and supported the development of a more inclusive ecosystem for women's employment.

As one partner noted:

"The campaign worked well because it went a step further than awareness alone."

This reflects one of the key strengths of the WIN campaign: its ability to combine communication with action. By linking awareness raising with real opportunities and engagement, the campaign demonstrated that meaningful change is possible when visibility is paired with participation.

In this sense, the campaign not only addressed immediate challenges, but also contributed to a broader vision of **more inclusive, resilient, and forward-looking labour markets** in the Danube Region.

CAMPAIGN CONTEXT AND OBJECTIVES

Peripheral industrial regions in the Danube Region are characterised by a specific socio-economic structure that continues to influence labour market dynamics today. Historically shaped by sectors such as mining, manufacturing, and heavy industry, these regions often retain employment patterns that are strongly gender-segregated. In practice, this means that many available jobs are concentrated in technical and industrial fields traditionally dominated by men, while opportunities in sectors where women are more commonly represented remain limited or underdeveloped.

At the same time, existing employment support systems, such as training programmes, career guidance, and labour market policies, have not always sufficiently addressed the needs of women as a diverse and heterogeneous group.

As a result, women in these regions are more likely to face a combination of challenges:

- limited access to stable and well-paid employment,
- underrepresentation in growing and innovation-driven sectors,
- barriers linked to social norms and expectations,
- increased risk of precarious employment or economic inactivity.

These structural challenges are further reinforced by demographic trends, including out-migration and ageing populations, which place additional pressure on local labour markets and highlight the need to better utilise the available workforce potential.

The WIN awareness-raising campaign was developed as a targeted response to this context. Rather than focusing solely on awareness, it aimed to address both demand and supply-side aspects of the labour market by:

- increasing the visibility of women's skills and potential,
- facilitating interaction between women and employers,
- supporting access to information, networks, and opportunities.

The campaign was grounded in a clear understanding that improving women's labour market position requires addressing multiple interconnected barriers at the same time.

ALIGNMENT WITH POLICIES

The design and implementation of the WIN campaign were closely aligned with relevant European policy frameworks that address gender equality, labour market inclusion, and regional development.

Within the framework of the **EU Strategy for the Danube Region (EUSDR)**, the campaign contributed to several priority areas, including *competitiveness, skills development, and institutional capacity building*. In particular, it supported women's entrepreneurial potential, promoted inclusive labour markets, and strengthened cooperation between stakeholders.

The campaign also reflected the objectives of the **EU Gender Equality Strategy 2020–2025**, particularly in relation to achieving equal economic independence, reducing gender gaps in employment, and addressing structural inequalities in labour markets.

In addition, it was consistent with the **European Green Deal**, especially in the context of a just transition. As regions adapt to new economic models and sustainability requirements, ensuring that women are equally included in emerging sectors and opportunities becomes increasingly important.

By translating these policy priorities into concrete actions, such as training, awareness raising, and stakeholder engagement, the WIN campaign contributed to their implementation at the local and regional level, ensuring a strong link between strategic objectives and practical impact.

CAMPAIGN OBJECTIVES

The WIN awareness raising campaign was guided by a set of operational objectives that shaped both the design and implementation of activities across all participating regions.

- ✓ A central objective was to increase awareness of gender inequalities in labour markets, with a particular focus on making less visible barriers more explicit. This included highlighting differences in access to employment, career progression, and sectoral representation.
- ✓ At the same time, the campaign aimed to facilitate access to employment opportunities. Through direct engagement activities: such as job fairs, networking events, and cooperation with employers, it sought to create practical entry points into the labour market.
- ✓ Supporting skills development and capacity building among women was another key focus. Workshops and training sessions addressed both technical and transversal skills, including entrepreneurship, digital competencies, and self-confidence.
- ✓ In parallel, the campaign addressed broader societal dimensions by challenging gender stereotypes and social norms that influence educational and career choices. This was approached through communication activities, storytelling formats, and public discussions.
- ✓ Finally, strengthening cooperation between stakeholders was an important objective. By fostering dialogue between public institutions, employers, business support organisations, and civil society, the campaign contributed to more coordinated and inclusive approaches to labour market development.

To support monitoring and evaluation, the campaign also defined a set of quantitative benchmarks. These included a minimum of three events per region, a total outreach of at least 150 participants, as well as targets related to digital visibility and media presence.

These indicators provided a common framework for assessing performance across regions, while still allowing flexibility in implementation.

CAMPAIGN IMPLEMENTATION OVERVIEW

When designing the WIN campaign, it quickly became clear that a one-size-fits-all approach would not work. Although the regions involved share a similar industrial background, the realities on the ground differ - from labour market structures to the needs and expectations of women.

For this reason, the campaign was built around a shared framework, while allowing partners the flexibility to adapt activities to their local context.

At its core, the structure was clear: ten partners, seven regions, and a common set of objectives. However, how these objectives were translated into action varied across regions. This balance between coordination and flexibility proved to be one of the key strengths of the campaign.

In practice, the campaign combined three interconnected approaches:

- **Local events**, enabling direct interaction and engagement.
- **Communication activities**, ensuring visibility beyond individual events.
- **Tools and formats**, designed to make complex topics more accessible and engaging.

Across all regions, one key insight emerged: activities involving direct contact, such as *workshops, discussions, and job fairs*, consistently generated the strongest impact. These formats created spaces where women could connect with employers, exchange experiences, and explore new opportunities.

At the same time, digital activities, including podcasts, videos, and online articles, extended the campaign's reach beyond physical participation. They helped bring visibility to the issues being addressed and made the campaign more accessible to wider audiences.

An additional strength of the campaign was the continuous exchange between partners. Activities were developed collaboratively, with partners sharing ideas, testing formats, and learning from each other throughout the process. This contributed to a more coherent approach and allowed successful practices to be adapted across regions.

Overall, the campaign was effective because it combined a clear structure with the flexibility to respond to local realities.

TIMELINE AND PHASES

The campaign developed over time, moving through several phases that gradually built on each other.

1. The first phase focused on preparation. This included coordination between partners, defining approaches, and developing materials and communication tools. While less visible, this phase was essential in setting a clear foundation.
2. The second phase was the most intensive: implementation. This is where the campaign became visible - through events, workshops, media activities, and digital content. It was also the phase where feedback from participants started shaping ongoing activities.
3. The final phase focused on consolidation. Activities were brought together, results were analysed, and key insights were collected. This phase also included the final conference and the preparation of this report.

Overall, the campaign followed a continuous process, from preparation, through implementation, to reflection, allowing for adaptation and improvement over time.

Campaign timeline

The timeline illustrates that the campaign was not a single activity, but a continuous process. It began with preparation, developed through sustained implementation, and concluded with reflection and consolidation. This phased approach allowed the campaign to adapt, improve, and ultimately deliver stronger and more consistent results across regions.

CAMPAIGN ACTIVITIES

The WIN campaign was not built around a single type of activity. Instead, it combined several formats that worked together, some focused on direct engagement, others on visibility, and others on longer-term awareness and learning. What connects all of them is that they were designed to be practical. The goal was not only to inform, but to create situations where women could actively participate, connect, and explore opportunities.

Regional events

Regional events formed the backbone of the campaign. These were the spaces where the campaign became tangible, where participants met, exchanged ideas, and engaged directly with employers, institutions, and each other.

Across all regions, partners organised a mix of:

- job fairs,
- workshops and training sessions,
- networking events,
- public discussions and thematic events.

While formats varied, they all aimed to create opportunities for direct interaction and engagement.

One of the most visible examples were the job fairs in the Czech Republic, which attracted a large number of participants and created direct connections between employers and women looking for opportunities. These events clearly showed that when access points are created, there is strong interest and demand.

Another prominent example comes from Bosnia and Herzegovina, where the Employment Fair HBC 2025 *“Step out of the Shadow”* brought together a wide range of stakeholders in a single event.

The fair gathered over **500 participants**, including unemployed women, young jobseekers, employers, institutions, and media representatives. A total of **35 employers** offered more than **120 job vacancies**, resulting in over **160 job applications submitted** during and after the event.

In addition to employer engagement, the event included targeted workshops for women, a panel discussion on women’s role in the labour market, and free transportation for participants from across the region.

This combination of practical opportunities, targeted support, and institutional involvement made the event one of the strongest examples of how awareness raising can be directly linked to employment outcomes.

In other regions, smaller and more targeted formats proved equally valuable. For example, entrepreneurship events in Slovenia created informal environments for exchange and confidence-building, while participatory formats such as World Café workshops in Hungary encouraged discussion and peer learning.

In Serbia, initiatives such as the Women's Ethno Hub focused on supporting women entrepreneurs by connecting them to markets, networks, and visibility, particularly in the context of traditional crafts and local products.

Across all these formats, one pattern was consistent: direct interaction made a difference. Participants were not only listening - they were engaging, asking, connecting, and in many cases taking concrete next steps.

***Regional events worked because they created real contact points.
They moved the campaign from awareness into action.***

ACTIVITIES BY REGION

The following section presents key activities in each region, providing a detailed overview of how campaign approaches were translated into practice. It highlights not only the diversity of formats, but also the scale, target groups, and concrete outcomes of activities across regions.

The implementation of the WIN awareness-raising campaign varied across regions, reflecting different labour market conditions, institutional environments, and target groups. While all partners worked within a shared framework, activities were tailored to ensure relevance and effectiveness at local level.

Across all regions, activities consistently combined three core elements: awareness raising, capacity building, and direct interaction. This combination allowed the campaign not only to reach a wide audience, but also to create meaningful opportunities for engagement, learning, and connection.

BOSNIA AND HERZEGOVINA

Activities in Bosnia and Herzegovina combined awareness raising, community engagement, and direct labour-market integration. A strong emphasis was placed on connecting institutions, employers, and women through both digital outreach and in-person interaction, ensuring that the campaign moved beyond visibility into practical outcomes.

~> **CAMPAIGN LAUNCH AND AWARENESS RAISING**
(JANUARY-FEBRUARY 2025, ONLINE)

~> **INTERNATIONAL WOMEN'S DAY ONLINE CAMPAIGN AND GIVEAWAY**
(MARCH 2025)

~> **ROUND TABLE AND STAKEHOLDER DISCUSSION**
(JUNE 2025, LIVNO)

~> **EMPLOYMENT FAIR HBC 2025 "STEP OUT OF THE SHADOW"**
(OCTOBER 2025, LIVNO)

CAMPAIGN LAUNCH AND AWARENESS RAISING *(JANUARY-FEBRUARY 2025, ONLINE)*

Type: Online awareness campaign

Target groups: Women, women's associations, general public

Reach: 2,300+ (social media and web)

Description:

The WIN awareness-raising campaign in Bosnia and Herzegovina began with a coordinated online launch across institutional websites and social media platforms. The announcement introduced the objectives of the project, focusing on the challenges women face in the labour market of Canton 10 and peripheral industrial regions more broadly.

The campaign highlighted key themes such as limited employment opportunities, structural barriers, and the need for more inclusive labour-market policies. It also positioned women not only as a vulnerable group, but as active contributors to local economic development. Special attention was given to inviting women to participate in upcoming activities and engage with the project.

The launch was amplified through multiple local media portals and social media channels, ensuring broad visibility across the region.

Results and impact:

- Established initial visibility of the WIN campaign in the region.
- Reached over 2,300 people through digital channels.
- Successfully engaged women's associations and local stakeholders early in the campaign.
- Created a foundation for participation in subsequent activities.



INTERNATIONAL WOMEN'S DAY ONLINE CAMPAIGN AND GIVEAWAY (MARCH 2025)

Type: Online engagement campaign

Target groups: Women, general public, local communities

Participants: 97 active participants

Description:

To mark International Women's Day, partners organised a week-long online campaign combined with a giveaway initiative aimed at increasing engagement and visibility of women's contributions in the region.

Participants were invited to nominate and highlight women who inspire them in everyday life — whether through entrepreneurship, community work, or personal achievements. This approach shifted the focus from abstract discussions about inequality to concrete, relatable examples of women's impact.

The campaign also integrated promotional elements, including WIN-branded materials and locally produced goods made by women entrepreneurs, which were awarded as symbolic prizes. In doing so, the activity simultaneously promoted local women-led initiatives and reinforced the campaign's key messages.

Results and impact:

- Generated high engagement with 97 active participants.
- Achieved strong reach across social media platforms.
- Increased visibility of women's roles in local communities.
- Strengthened connections with women's associations and informal networks.
- Successfully combined awareness raising with community storytelling.



ROUND TABLE AND STAKEHOLDER DISCUSSION (JUNE 2025, LIVNO)

Type: Round table / panel discussion

Target groups: Women entrepreneurs, unemployed women, institutions, NGOs, business support organisations

Participants: 17

Description:

The round table event "Step out of the Shadow – Take Your Place in the Labour Market" was organised as a targeted awareness-raising and stakeholder engagement activity. It brought together representatives of public institutions, employment services, local entrepreneurs, NGOs, and project partners.



The discussion focused on key challenges faced by women in the labour market, including administrative barriers, limited access to information, and insufficient support mechanisms for entrepreneurship and employment. A central element of the event was the presentation of personal stories of women entrepreneurs from the region, providing concrete examples of how local initiatives can develop despite structural constraints.

The event created space for open dialogue and exchange between stakeholders, strengthening cooperation and contributing to a better understanding of local labour-market dynamics. It also highlighted the importance of institutional support, networking, and visibility in improving women's economic participation.

Results and impact:

- Engaged 17 participants of which 12 of them were women and 5 men, in direct discussion and exchange.
- Strengthened cooperation between institutions and local stakeholders.
- Increased awareness of structural barriers and support needs.
- Highlighted the role of personal stories in motivating participation and engagement.



EMPLOYMENT FAIR HBC 2025 "STEP OUT OF THE SHADOW" (OCTOBER 2025, LIVNO)

Type: Employment fair with workshops and panel discussion

Target groups: Unemployed women, young jobseekers, employers, institutions

Participants: 545+

Verified participants (attendance records): 54

Additional participants (recorded separately): 31

Employers: 35

Vacancies: 123

Applications: 161

Additional participation:

- 108 women supported with organised transport

Description:

The Employment Fair HBC 2025 represented the central and most comprehensive activity of the campaign in Bosnia and Herzegovina. It brought together a wide range of stakeholders, including employers, public institutions, NGOs, media representatives, and jobseekers, with a strong focus on women's participation.



The event combined multiple components into a single integrated format:

- direct employer–jobseeker interaction,
- on-site job applications and counselling,
- targeted workshops for women,
- a panel discussion titled “Women: Untapped Potential in the Labour Market”,
- presentation of employment services and good practices.

The event attracted over 545 participants in total. Of these, 54 participants — 44 women and 10 men, were directly engaged in targeted activities and documented through signed attendance records. While an additional 31 were recorded through separate documentation, of whom 14 were women and 17 men.



One of the key enabling measures was the provision of free transportation, which allowed women from remote municipalities to attend the event, addressing a common barrier to participation in peripheral regions.

The fair was supported by extensive media outreach, including radio appearances, online media coverage, social media campaigns, and billboard promotion, ensuring strong regional visibility.

Results and impact:

- One of the largest employment-focused events in the region
- 545+ participants engaged directly
- 123 job vacancies presented
- 161 job applications submitted
- 75% of participants rated the event as useful
- 80% expressed interest in attending similar events in the future
- Strengthened cooperation between institutions, employers, and local communities
- Demonstrated clear transition from awareness raising to concrete labour-market outcomes

Overall, activities in Bosnia and Herzegovina demonstrate how awareness-raising can be effectively combined with concrete labour-market measures. By integrating communication, stakeholder engagement, and direct employment support, the campaign successfully moved beyond visibility and created measurable outcomes for participants.

BULGARIA

In Bulgaria, the awareness-raising campaign was strongly rooted in community-based engagement and creative approaches to awareness raising. Activities were specifically targeted at women facing structural barriers to employment and social participation — a group often harder to reach through traditional communication channels.

The central element of the campaign was the Edna ZaDruga initiative — a community-based platform developed to support women’s personal and professional development in the Radomir region. The initiative combined local engagement with digital communication and contributed to the creation of a physical and symbolic space where women could connect, collaborate, and support each other. Rather than focusing on large-scale public events, the campaign took a grassroots approach, providing an informal and supportive environment particularly important for reaching women who are less connected to formal labour market structures.

Through a mix of on-site activities and communication campaigns, the initiative reached more than 29,000 people online and involved over 90 participants directly in targeted activities. Together, these efforts illustrate how local, community-driven engagement can evolve into longer-term structures that support women’s participation and visibility.

INTERNATIONAL WOMEN’S DAY & LAUNCH OF EDNA ZADRUGA (MARCH 2025, RADOMIR)

Type: Community event and workshop

Target groups: Women from the Radomir region, particularly those facing structural barriers to employment and social participation

Participants: 28 women

Description:

To mark International Women’s Day, the Edna ZaDruga initiative was launched in Radomir as a dedicated community space for women’s personal and professional development. The event was specifically targeted at women from the local community, with 28 participants documented through signed attendance records.

The first event on 8 March combined creativity, connection, and inspiration. Women participated in a workshop focused on femininity, inner balance, and the power of community, where they shared personal stories and expressed their inner worlds through intuitive movement and painting. The official opening of the Edna ZaDruga community space followed on 27 March, marking the establishment of a permanent hub for meetings, workshops, and personal growth in the heart of Radomir.

~ INTERNATIONAL WOMEN’S DAY & LAUNCH OF EDNA ZADRUGA (MARCH 2025, RADOMIR)

~ EDNA ZADRUGA COMMUNITY WORKSHOPS (APRIL 2025 – MARCH 2026, RADOMIR)



Results and impact:

- Launched a dedicated community space for women in Radomir.
- Engaged 28 women directly through targeted activities.
- Generated strong online visibility with a reach of 29,840 through social media and digital platforms.
- Established Edna ZaDruga as a recognised initiative within the local community.



EDNA ZADRUGA COMMUNITY WORKSHOPS

(APRIL 2025 – MARCH 2026, RADOMIR)

Type: Workshops and community meetings

Target groups: Women from the Radomir region, particularly those facing structural barriers to employment, social participation, and access to development opportunities

Participants: 64 (63 women, 1 man)

Description:

Following the launch of Edna ZaDruga, a series of targeted workshops and community meetings were organised throughout 2025 and into 2026. The activities were specifically targeted at women from the Radomir region, with 64 participants documented through signed attendance records — 63 women and 1 man.



CZECH REPUBLIC

In the Czech Republic, campaign activities focused on a combination of local networking, large-scale public engagement, and participation in national-level professional events. This approach enabled the campaign to reach diverse audiences: from women entrepreneurs and jobseekers to students, employers, and policy-oriented stakeholders

The programme was strongly participant-driven, with topics emerging from the needs and interests of the women involved. Activities covered a diverse range of formats and themes, including craft-based workshops, digital skills sessions, art-therapy, jewellery making, and book club meetings.



Beyond skills development, the activities created a safe and supportive environment where women could meet, exchange experiences, and build relationships. Over time, this led to increased confidence, stronger engagement, and the emergence of peer support and collaboration.

Results and impact:

- Organised 6 targeted workshops with 64 verified participants.
- Strengthened skills, confidence, and community belonging among women in the Radomir region.
- Created a self-sustaining women's community with participants actively supporting each other and initiating new collaborations.
- Extended reach through continuous online communication via the Edna ZaDruga platform and social media channels.

~ **INSPIRATIONAL MEETING FOR WOMEN ENTREPRENEURS**
(MARCH 2025, SOKOLOV)

~ **PARTICIPATION IN REGIONAL JOB FAIRS** (NOVEMBER 2025, CHEB, SOKOLOV, KARLOVY VARY)

~ **EQUAL PAY DAY CONFERENCE**
(MARCH 2026, PRAGUE)

INSPIRATIONAL MEETING FOR WOMEN ENTREPRENEURS (MARCH 2025, SOKOLOV)

Type: Networking and awareness-raising event

Target groups: Women entrepreneurs, general public

Participants: 43 (40 women and 3 men)

Description:

The campaign in the Czech Republic began with an inspirational meeting for women entrepreneurs, organised on the occasion of International Women's Day in the city of Sokolov. The event was specifically targeted at women entrepreneurs, institutional representatives, and business support organisations, with 43 participants documented through signed attendance records — 40 women and 3 men.



The WIN project and its awareness-raising campaign were presented, including key activities such as the podcast series and upcoming initiatives. At the same time, the event marked the launch of the organisation Businesswomen without Borders, further strengthening the local ecosystem supporting women's entrepreneurship.

A key component of the event was networking, where participants were given space to exchange experiences, build connections, and discuss challenges related to entrepreneurship and labour market participation.

The event was supported by a coordinated media presence, including social media posts, project website publications, and coverage by regional television.

Results and impact:

- Engaged 40 women entrepreneurs and stakeholders.
- Strengthened local networks and cooperation between organisations.
- Generated strong interest exceeding venue capacity.
- Initiated further engagement, with participants requesting additional information about the project.
- Confirmed high demand for networking and support-oriented activities among women entrepreneurs.



PARTICIPATION IN REGIONAL JOB FAIRS (NOVEMBER 2025, CHEB, SOKOLOV, KARLOVY VARY)

Type: Job fairs (3 events)

Target groups: General public, students, jobseekers, employers

Participants: 1,743

Verified participants (signed attendance records): 158 (129 women, 29 men)

Description:

A central component of the campaign in the Czech Republic was participation in three large-scale job fairs organised in Cheb, Sokolov, and Karlovy Vary. Rather than organising standalone events, the partner joined well-established regional fairs as an exhibitor, allowing the project to benefit from high visitor numbers and diverse audiences.

Across the three events, the WIN project was presented through a dedicated stand, supported by promotional materials, visual elements, and the screening of the project video. A total of 1,743 people visited the stands across all three fairs. Of these, 158 participants were directly engaged in targeted conversations and documented through signed attendance records — 129 women and 29 men.



The main added value of these activities was direct face-to-face engagement. Visitors included unemployed individuals, students, career changers, and representatives of institutions and companies. Discussions focused on gender-related barriers in the labour market, stereotypes, and opportunities for women, while also addressing educational and career choices with younger participants.

The events also enabled interaction with employers and other exhibitors, many of whom play a key role in shaping working conditions and employment practices.

Results and impact:

- Reached 1,743 participants across three events.
- Enabled direct interaction with a large and diverse audience.
- Created space for discussions on gender equality and labour market barriers.
- Engaged both jobseekers and employers, strengthening dialogue between stakeholders.
- Demonstrated the effectiveness of integrating campaign activities into existing large-scale events.



AUSTRIA

In Austria, the campaign combined a wide range of formats, from community-based events and educational activities to cultural initiatives and large-scale media outreach. This diversity allowed the campaign to reach different target groups, including the general public, students, and women interested in industrial and technical careers, while addressing both historical and contemporary perspectives on women's role in the labour market.



Although the format allowed for more limited direct interaction compared to smaller events, it provided valuable exposure within a high-level professional environment. The activity positioned the project within broader discussions on gender equality, innovation, and inclusive labour markets.

The presence at the conference contributed to strengthening the visibility and credibility of the project beyond the regional level and opened opportunities for networking and future collaboration.

Results and impact:

- Reached 1,852 participants in a high-level professional setting.
- Increased visibility of the project at national and international level.
- Positioned the project within broader policy and expert discussions.
- Enabled connections with stakeholders beyond the regional context.
- Contributed to dissemination of project results and key messages.

Overall, the Czech approach highlights the value of combining large-scale public events with targeted networking and professional engagement. By integrating the campaign into established platforms, the activities achieved both high visibility and meaningful interaction with diverse target groups.

~ **LADIES IN LEOBEN**
(MARCH 2025, LEOBEN)

~ **THEATRE PLAY "THE ONLY ONE IN THE ROOM"**
(APRIL 2026, LEOBEN)

~ **"HER STORIES – CAREER PATHS IN MINING AND INDUSTRY"**
(MAY 2025, LEOBEN)

~ **PUB QUIZ "WOMEN ALONG THE IRON ROAD"**
(FEBRUARY 2026)

~ **ROLE MODEL MEDIA CAMPAIGN**
(MAY 2025, LEOBEN)

~ **PUBLIC BUS BRANDING CAMPAIGN**
(SEPTEMBER 2025 – JUNE 2026)

~ **EXHIBITION "100 YEARS OF WOMEN IN MINING AND METALLURGY"**
(DECEMBER 2025 – ONGOING)

LADIES IN LOEBEN (MARCH 2025, LOEBEN)

Type: Public event (guided tour and networking)

Target groups: Women, general public

Participants: 36

Description:

To mark International Women's Day, the event Ladies in Leoben brought the campaign into public space through a guided tour of the historic city centre, specifically targeted at women and the general public interested in the role of women in shaping the city. The activity focused on highlighting women's contributions across fields such as politics, business, art, and culture, both historically and in contemporary society.



Participants were introduced to significant female figures and local narratives, while also reflecting on broader questions of women's visibility and contribution in the region. The tour was followed by an informal gathering in the city centre, where participants engaged in discussion and exchange.

Results and impact:

- Engaged participants in an accessible and community-based format.
- Connected historical narratives with current labour market discussions.
- Encouraged informal dialogue and exchange.
- Generated additional visibility through social media engagement.

“HER STORIES – CAREER PATHS IN MINING AND INDUSTRY” (MAY 2025, LEOBEN)

Type: Presentation and panel discussion

Target groups: Women in technical sciences and industry

Participants: 40 (37 women, 3 men)

Description:

The event *Her Stories* focused on presenting successful career paths of women working in mining and industrial sectors. Hosted at the Technical University of Leoben, the activity was specifically targeted at women in technical sciences and industry, bringing together female professionals and initiatives to share experiences, challenges, and achievements. A total of 40 participants attended, documented through signed attendance records — 37 women and 3 men.

Through presentations and panel discussions, participants gained insight into career development in traditionally male-dominated sectors, as well as practical reflections on overcoming barriers and navigating professional environments.

Results and impact:

- Provided visible role models in technical and industrial fields.
- Encouraged knowledge exchange and peer learning.
- Supported motivation and confidence among participants.
- Strengthened links between academia and professional practice.

The poster for 'HER_STORIES MONTANISTISCHE KARRIEREWEGE' is set against a dark teal background with a light teal wavy border at the top. The title 'HER_STORIES' is in large, bold, light blue letters, with 'MONTANISTISCHE KARRIEREWEGE' in smaller, white, all-caps letters below it. The event details are listed in white text: '27. Mai 2025 / 16:00 Uhr', 'Montanuniversität', 'Foyer des Studienzentrums', 'Peter-Tunner-Straße 23', and '8700 Leoben'. A registration request is made: 'Bitte um Anmeldung unter: diversitaet@unileoben.ac.at'. The program is listed on the left side in large, vertical, light blue letters: 'Programm'. The program items are: '16:00 Einlass & Registrierung', '16:30 Begrüßung', '16:40 „Women in the labour markets of industrial regions“ EU-Projekt WIN', '16:55 „Stark, fähig, unterschätzt – warum sich Frauen mehr zutrauen sollten“ Esther Wappel & Anita Ertl, RHI Magnesita', '17:30 Podiumsdiskussion mit Absolventinnen der MUL', '18:00 Vorstellung Iron Women + Wanderausstellung „Frau wo’s wüst?“', and '18:30 Get together'. At the bottom, it says 'Moderation: DI Dr. Eva Wegerer, MBA' and 'Musikalische Begleitung: Bergkapelle Seegraben'. On the right side, there are three logos: the Montanuniversität Leoben logo (a stylized 'M'), the STEIRISCHE EISENSTRASSE logo (with the tagline 'Kultur. Erbe. Zukunft.'), and the Interreg Danube Region logo (with the tagline 'Co-funded by the European Union').

ROLE MODEL MEDIA CAMPAIGN

(MAY – DECEMBER 2025)

Type: Media and storytelling campaign

Target groups: General public, women, youth

Participants: approx. 60,000

Description:

A central awareness-raising activity in Austria was the role model campaign implemented through the regional magazine MeinBezirk. Over several months, 11 full-page articles presented women working in industrial and technical sectors.

The campaign aimed to increase visibility of women's contributions, challenge stereotypes, and provide relatable examples of career paths. The articles were also shared through social media, extending their reach and engagement.

Results and impact:

- Reached approximately 60,000 readers.
- Increased visibility of women in industrial sectors.
- Contributed to challenging stereotypes through storytelling.
- Created lasting content for continued use and dissemination.

EXHIBITION "100 YEARS OF WOMEN IN MINING AND METALLURGY"

(DECEMBER 2025 – ONGOING)

Type: Exhibition

Target groups: General public, students

Participants:

Opening: 56 (40 women, 16 men)

- **Following day:** 500
- *Ongoing exhibition*

Description:

The exhibition presented the history and achievements of women in mining and metallurgy, using 26 roll-ups to showcase key figures and developments over time. Hosted at the Mining University in Leoben, it connected historical perspectives with current discussions on gender equality in industrial sectors. The opening event was documented through signed attendance records, with 56 participants — 40 women and 16 men.

The exhibition continued to attract visitors in the following days and remained open beyond the initial launch, ensuring continued engagement and visibility.

Results and impact:

- Reached over 570 participants during the initial phase.
- Ensured long-term visibility through continuous exhibition.
- Engaged both academic and public audiences.
- Contributed to awareness of women's historical and current roles.

THEATRE PLAY "THE ONLY ONE IN THE ROOM" (APRIL 2026, LEOBEN)

Type: Cultural event (theatre performance)

Target groups: General public

Participants: estimated 50-100

Description:

Based on interviews with women from the industrial region, the theatre play "The Only One in the Room" translated real-life experiences into a cultural format. The performance was specifically targeted at the general public, with a focus on raising awareness among those less likely to engage with traditional campaign formats. The performance explored the challenges faced by women in male-dominated environments, including issues of representation, inclusion, and everyday workplace dynamics.

By using storytelling and artistic interpretation, the activity created an emotional and reflective engagement with the topic.

Results and impact:

- Transformed personal experiences into a powerful awareness-raising format.
- Engaged audiences through cultural expression.
- Increased understanding of lived experiences of women in industry.
- Reached broader audiences beyond traditional formats.



PUB QUIZ “WOMEN ALONG THE IRON ROAD” (FEBRUARY 2026)

Type: Interactive public event

Target groups: General public

Participants: 35

Description:

The pub quiz offered an informal and engaging way to explore the topic of women in the industrial region. The event was specifically designed to reach members of the general public in an informal setting, particularly those less likely to attend formal awareness-raising activities. Through questions covering history, present-day realities, and local context, participants learned about women's roles and contributions while interacting in a relaxed social setting.

Results and impact:

- Created an accessible and low-threshold entry point to the topic.
- Engaged participants through interactive learning.
- Encouraged discussion in an informal environment.
- Reached audiences less likely to attend formal events.

PUBLIC BUS BRANDING CAMPAIGN (SEPTEMBER 2025 – JUNE 2026)

Type: Public awareness campaign

Target groups: General public, youth

Description:

A regional public bus was transformed into a mobile campaign platform, featuring a design created through a school competition. The bus circulated across the region for an extended period, bringing campaign messages into everyday public space.

This approach ensured continuous visibility and reached audiences beyond organised events.

Results and impact:

- Provided long-term and high-frequency visibility.
- Reached a broad and diverse audience in everyday contexts.
- Engaged young people through the design process.
- Extended campaign presence beyond traditional formats.

Taken together, the activities in Austria demonstrate how diverse and creative formats can effectively broaden the reach of awareness-raising campaigns. By combining cultural, educational, and media-based approaches, the campaign engaged a wide audience and ensured strong and sustained visibility in the region.

HUNGARY

In Hungary, the awareness-raising campaign was built around a strong and clearly defined core concept, combining digital storytelling with participatory formats and direct engagement. The central element of the campaign was the **NEMIGEN podcast series**, which addressed gender stereotypes and their influence on women's position in the labour market. This was complemented by interactive events that translated these topics into local dialogue and personal exchange.

~ **INTERNATIONAL WOMEN'S DAY WORLD CAFÉ**
(MARCH 2025, TATABÁNYA)

~ **NEMIGEN PODCAST SERIES**
(APRIL 2025 – MARCH 2026)

~ **LIVE PUBLIC AUDIENCE MEETING WITH PODCAST HOSTS**
(DECEMBER 2025, TATABÁNYA)

INTERNATIONAL WOMEN'S DAY WORLD CAFÉ (MARCH 2025, TATABÁNYA)

Type: Participatory workshop (World Café format)

Target groups: Women from diverse age groups and professional backgrounds

Participants: 24 (22 women, 2 men)

Description:

The International Women's Day event marked the beginning of the Hungarian campaign and introduced key themes through an interactive World Café format. The event was specifically targeted at women from diverse age groups and professional backgrounds, with 24 participants documented through signed attendance records — 22 women and 2 men.

Participants engaged in structured discussions across three thematic areas:

- changing life situations and their impact on employment,
- challenges of family life in shift-based industrial work,
- gender inequalities and stereotypes in the workplace.

Each topic was explored in small groups, allowing participants to rotate, exchange perspectives, and collectively reflect on shared experiences. The format encouraged active participation and created a safe and inclusive space for open dialogue.

Results and impact:

- High level of participant satisfaction (100% relevance reported).
- Strong engagement through interactive format.
- Increased awareness of structural and social barriers.
- Identified need for longer and deeper discussions in future formats.

NEMIGEN PODCAST SERIES

(APRIL 2025 – MARCH 2026)

Type: Digital awareness campaign (podcast series)

Target groups: General public, women, youth, stakeholders

Reach:

- 223,848 YouTube views
- 37,466 social media reach

Description:

The NEMIGEN podcast series served as the flagship activity of the Hungarian campaign. Consisting of eight episodes, the series addressed gender stereotypes that shape women's opportunities in the labour market, particularly through everyday experiences in family life, workplaces, and society.

The format was intentionally accessible and discussion-based, featuring well-known hosts and invited guests. Topics were framed in a relatable and sometimes provocative way to encourage reflection and public debate, while remaining understandable for a broad audience.

The podcast was supported by a coordinated communication campaign, including social media posts, website articles, and storytelling content, ensuring continuous visibility throughout the implementation period.

Results and impact:

- Strong digital visibility and engagement across platforms.
- Established a recognisable campaign identity in Hungary.
- Successfully translated complex issues into relatable narratives.
- Demonstrated the effectiveness of storytelling-based awareness raising.

LIVE PUBLIC AUDIENCE MEETING WITH PODCAST HOSTS

Type: Panel discussion / live event

Target groups: Women, general public

Participants: 21 (20 women, 1 man)

Description:

The live public event brought the NEMIGEN podcast into a physical space, creating an opportunity for direct interaction between participants and podcast hosts. The event was specifically targeted at women interested in the themes addressed by the podcast series, with 21 participants documented through signed attendance records — 20 women and 1 man.

The discussion focused on key themes from the series, including:

- gender stereotypes in industrial sectors,
- work-life balance challenges,
- lack of female role models,
- importance of confidence and supportive environments.

Participants actively contributed their own experiences, creating a highly interactive and reflective atmosphere.

Results and impact:

- 95% of participants reported increased awareness.
- 90% gained a better understanding of structural barriers.
- 80% felt motivated to continue discussions in their communities.
- Demonstrated strong added value of combining digital and in-person formats.

Overall, the Hungarian campaign illustrates the strong potential of combining digital storytelling with participatory formats. By linking online visibility with direct interaction, the activities created both wide outreach and meaningful engagement, particularly in addressing complex and sensitive topics such as gender stereotypes.

SLOVENIA

In Slovenia, the awareness-raising campaign focused on **entrepreneurship, career orientation, and knowledge exchange**, combining practical support for women with opportunities for reflection and dialogue at both community and policy levels. Activities were designed to engage different target groups, from young people exploring career paths to women entrepreneurs and institutional stakeholders.

~ CAREER DAY
(MAY 2025, TRBOVLJE)

~ ENTREPRENEURSHIP BREAKFAST
(JANUARY 2026, TRBOVLJE)

~ ENTREPRENEURIAL HEKATON
(MARCH 2026, TRBOVLJE)

~ GEOGRAPHICAL TALKS
(NOVEMBER 2025, LJUBLJANA)

CAREER DAY (MAY 2025, TRBOVLJE)

Type: Interactive workshop / career guidance event (living library format)

Target groups: High school students (with a focus on young women)

Participants: 20 (14 women, 6 men)

Description:

The Career Day was organised as an interactive event aimed at supporting young people, particularly girls, in exploring diverse career paths, including entrepreneurship and STEM-related fields. The event was specifically targeted at high school students, with 20 participants documented through signed attendance records — 14 women and 6 men. The activity was based on the “**living library**” methodology, where participants engaged directly with invited speakers from different professional backgrounds.

Speakers shared their personal career journeys, including key decisions, challenges, and transitions, providing students with realistic and relatable insights into different professions. The format encouraged open dialogue, allowing students to ask questions and reflect on their own aspirations.

In addition to the living library sessions, the event included **creative and participatory career counselling tools**, such as DIXIT cards and clay modelling. These methods supported self-reflection and helped participants explore their strengths, interests, and potential career directions in a more informal and engaging way.

Results and impact:

- Increased awareness of diverse career opportunities among students.
- Strengthened motivation and self-confidence, particularly among young women.
- Provided access to role models and real-life experiences.
- Supported more informed and reflective career decision-making.

ENTREPRENEURSHIP BREAKFAST

(JANUARY 2026, TRBOVLJE)

Type: Panel discussion / networking event

Target groups: Women entrepreneurs and aspiring entrepreneurs

Participants: 23 (22 women, 1 man)

Description:

The Entrepreneurship Breakfast brought together women at different stages of their entrepreneurial journey in a supportive and dynamic setting.

The event was specifically targeted at women entrepreneurs and aspiring entrepreneurs, with 23 participants documented through signed attendance records — 22 women and 1 man. The event centred around a panel discussion with three speakers who shared their personal stories, including their beginnings, key turning points, and challenges faced in business.

The discussion highlighted the non-linear nature of entrepreneurship, emphasising that business development requires continuous learning, adaptation, and resilience.

Particular attention was given to:

- courage and initiative in starting a business,
- managing uncertainty and setbacks,
- balancing professional and personal life,
- the importance of community and support networks.

The event also encouraged active participation, with attendees sharing their own experiences and ideas, leading to meaningful exchange and networking.

Results and impact:

- Strengthened local entrepreneurial ecosystem.
- Facilitated exchange of experiences and peer learning.
- Created new connections and potential collaborations.
- Increased confidence and motivation among participants.

ENTREPRENEURIAL HEKATON

(MARCH 2026, TRBOVLJE)

Type: Interactive co-creation workshop / hackathon

Target groups: Women entrepreneurs and aspiring entrepreneurs

Participants: 30 (21 women, 9 men)

Description:

The Entrepreneurial Hackathon was designed as a hands-on, solution-oriented activity, building on challenges identified in earlier campaign events. The event was specifically targeted at women entrepreneurs and aspiring entrepreneurs, with 30 participants documented through signed attendance records — 21 women and 9 men. It provided a structured environment where participants could collaboratively develop practical solutions to real entrepreneurial issues.

The event focused on four key thematic areas:

- pricing and valuing work,
- visibility and market access,
- entrepreneurial mindset and time management,
- administrative and legal challenges.

Participants worked in groups, guided by experienced mentors, and engaged in problem-solving and co-creation processes. The format emphasised **peer learning, collaboration, and practical application**, moving beyond discussion to concrete outcomes.

Results and impact:

- Development of practical solutions applicable to participants' businesses.
- Strengthened collaboration and peer support.
- Increased confidence and entrepreneurial skills.
- Reinforced community-based approach to entrepreneurship.

GEOGRAPHICAL TALKS (NOVEMBER 2025, LJUBLJANA)

Type: Expert lecture and round table

Target groups: Professional public, policymakers, NGOs, institutions

Participants: 15

Description:

The Geographical Talks event provided a more **policy- and research-oriented perspective**, focusing on the relationship between industrial regional development and women's employment. The event included a presentation of key findings from the WIN project, followed by a roundtable discussion with representatives from ministries, local authorities, and business organisations.

Discussions addressed:

- gender pay gap,
- social norms and structural inequalities,
- regional labour market dynamics,
- local strategies for improving women's employment.

This format created a space for dialogue between research, policy, and practice.

Results and impact:

- Strengthened dialogue between stakeholders.
- Increased awareness at institutional and policy level.
- Supported knowledge exchange across sectors.
- Contributed to linking local experiences with broader structural issues.

Overall, the Slovenian activities demonstrate the value of combining entrepreneurship support, career guidance, and policy dialogue. By addressing different target groups and levels simultaneously, the campaign contributed to a more comprehensive and connected approach to women's labour-market participation.

SERBIA

In Serbia, the awareness-raising campaign focused on **community-based entrepreneurship, local identity, and strengthening women's economic participation through practical initiatives and strong stakeholder involvement.**

Activities were closely linked to existing local events and networks, particularly the annual "World of Women" programme in Loznica, allowing the campaign to reach diverse audiences and create meaningful local impact.

~ WOMEN'S ETHNO HUB –
LAUNCH EVENT
(MARCH 2025, LOZNICA)

~ WOMEN'S ETHNO HUB –
ENTREPRENEURS' GATHERING
(MARCH 2026, LOZNICA)

~ ETHNO HUB ACTIVITIES AND
COMMUNITY-BASED SUPPORT
(2025–2026)

WOMEN'S ETHNO HUB – LAUNCH EVENT (MARCH 2025, LOZNICA)

Type: Public event, presentation, and panel discussion

Target groups: Women entrepreneurs, rural women, women engaged in traditional crafts, institutions, employers

Participants: approx. 60

Verified participants (signed attendance records): 38 women

Description:

The Women's Ethno Hub event marked a key moment in the campaign, combining awareness raising with the launch of a concrete initiative supporting women's economic empowerment in the Loznica region. The event was specifically targeted at women entrepreneurs, rural women, and women engaged in traditional crafts, with 38 participants documented through signed attendance records — all women.

The event was structured into three main segments. The opening session featured contributions from local leaders, including representatives of the municipality, cultural institutions, and women's associations, highlighting the importance of women's participation in economic life and the need to address gender inequalities.

This was followed by a detailed presentation of the WIN project and the planned pilot activities, including training programmes and support mechanisms for women entrepreneurs. Participants were introduced to opportunities for developing skills, improving market access, and strengthening their economic position.

The final segment consisted of a panel discussion, where representatives of institutions, businesses, and entrepreneurs discussed the position of women in the labour market, opportunities for development, and the role of local initiatives. The discussion also included success stories aimed at motivating other women to engage in entrepreneurship.

An important element of the event was a **sales exhibition of handmade and traditional products**, where women had the opportunity to present their work and connect with local companies, opening possibilities for inclusion in corporate supply chains.

The event also introduced innovative approaches, such as **intergenerational cooperation (linking younger women with digital skills and older women producing traditional goods)** and the concept of **on-site childcare (creative workshops for children)** to support women's participation.

Results and impact:

- Strengthened visibility of women entrepreneurs and traditional products.
- Initiated connections between small producers and larger companies.
- Introduced pilot activities focused on digital skills, circular economy, and social entrepreneurship.
- Demonstrated strong engagement from local stakeholders and media.

WOMEN'S ETHNO HUB – ENTREPRENEURS' GATHERING (MARCH 2026, LOZNICA)

Type: Networking event and presentation

Target groups: Women entrepreneurs, institutions, business associations

Participants: 63 (62 women, 1 man)

Description:

The follow-up event built on the initial Ethno Hub initiative and focused on strengthening cooperation, networking, and visibility of women-led businesses. It was organised as part of the annual *“World of Women – Emilija Popović”* programme. The event was specifically targeted at women entrepreneurs, institutions, and business associations, with 63 participants documented through signed attendance records — 62 women and 1 man.

The event brought together women entrepreneurs, institutional representatives, and stakeholders supporting economic development. Participants had the opportunity to present their businesses, exchange experiences, and establish new connections.

A central highlight was the presentation of the **online catalogue “Women’s Ethno Hub – With Love from Loznica”**, showcasing products and services created by women entrepreneurs. The catalogue was designed as a practical tool to increase market visibility and promote local production.

The event also reinforced dialogue between entrepreneurs and institutions, contributing to better understanding of available support mechanisms and development opportunities.

Results and impact:

- Increased visibility of women-led businesses through the catalogue.
- Strengthened networking and cooperation among participants.
- Enhanced awareness of support mechanisms and opportunities.
- Achieved strong multi-channel media visibility (web, social media, video content).

ETHNO HUB ACTIVITIES AND COMMUNITY-BASED SUPPORT (2025–2026)

Type: Ongoing initiative (workshops, networking, promotion)

Target groups: Women entrepreneurs, rural women, traditional producers

Participants: continuous engagement

Description:

Beyond individual events, the Women’s Ethno Hub developed into a continuous community-based initiative, specifically targeting women entrepreneurs, rural women, and traditional producers through networking, visibility, and capacity-building activities.

The initiative focused particularly on women engaged in traditional crafts, food production, and rural tourism, providing them with opportunities to:

- connect with other entrepreneurs and stakeholders,
- improve visibility through digital promotion and catalogues,
- access training and support for business development,
- explore new market opportunities.


A strong emphasis was placed on **linking tradition with innovation**, combining local knowledge and products with modern tools such as digital marketing and social media promotion.

The initiative also fostered collaboration between different stakeholders, including local institutions, business organisations, and media, creating a supportive ecosystem for women’s entrepreneurship.

Results and impact:

- Strengthened local networks and community support.
- Increased visibility of women-led initiatives.
- Supported development of sustainable, small-scale businesses.
- Contributed to long-term empowerment and local economic development.

Overall, the activities in Serbia highlight the importance of community-based approaches to women’s economic empowerment. By combining entrepreneurship



support, local identity, and stakeholder collaboration, the campaign contributed to building sustainable structures that extend beyond individual events.

WORKSHOPS AND AWARENESS ACTIVITIES ACROSS ALL REGIONS

Across all regions, workshop and awareness-raising activities followed a similar structure, combining three key elements: awareness raising, capacity building, and direct interaction. While formats were adapted to local contexts, this shared approach ensured that activities were both informative and engaging.

Examples of recurring formats include:

- **International Women's Day events**, organised in multiple regions as key awareness moments, combining workshops, public discussions, and community engagement.
- **Participatory workshop formats**, such as World Café sessions in Hungary, which encouraged open dialogue, peer exchange, and reflection on shared experiences.
- **Community-based activities**, particularly in regions such as Bulgaria and Bosnia and Herzegovina, where informal networks and local initiatives played a central role in reaching participants.
- **Thematic workshops and round tables** addressing topics such as employment opportunities, entrepreneurship, gender roles, and skills development.

Thematic workshops and round tables addressing topics such as employment opportunities, entrepreneurship, gender roles, and skills development.

Across these activities, a consistent pattern can be observed.

The most effective formats were those that:

- raised awareness of labour-market challenges and opportunities,
- supported participants in developing skills, confidence, or new perspectives,
- enabled direct interaction between participants and, in some cases, with employers or institutions.

Although often smaller in scale than large public events, these activities played a crucial role in building confidence, fostering trust, and creating space for meaningful exchange.

Taken together, participatory and workshop-based formats were a key component of the campaign, providing the depth, trust, and interaction necessary to complement large-scale visibility activities.

A clear cross-regional pattern also emerges: the most effective activities were those that combined visibility with direct interaction and practical opportunities. This combination enabled the campaign to move beyond awareness and create meaningful and lasting engagement.

Building on these regional experiences, the following section summarises key observations that emerged across all activities.

KEY OBSERVATIONS FROM ACTIVITIES

Across regions, several consistent patterns emerged regarding what made activities most effective.

Large-scale events, particularly job fairs and employment-focused activities, were successful in attracting high numbers of participants and creating direct connections with employers. These formats were especially impactful when supported by strong media promotion and institutional involvement.

At the same time, smaller and more targeted activities, such as workshops, round tables, and networking events, proved equally important. They created space for more personal interaction, helped build confidence, and encouraged active participation in a supportive environment.

In several cases, participation was strongly influenced by accessibility measures, such as organised transport or community-based outreach. These approaches proved particularly effective in reaching women who might otherwise face barriers to participation.

Overall, the most effective activities were those that combined visibility, accessibility, and direct interaction.

MEDIA AND SOCIAL-MEDIA OUTREACH

While events created depth, media and digital activities ensured that the campaign reached far beyond those who participated directly.

Each partner contributed through their own communication channels: organisational websites, social media platforms, and local media, extending the visibility of campaign messages and maintaining a continuous presence throughout the implementation period.

The campaign relied on a mix of formats, including:

- social media posts (Facebook, Instagram, LinkedIn),
- online articles and news features,
- press releases and media coverage,
- video and storytelling content.

One of the most effective communication formats emerged in Hungary through the NEMIGEN podcast series, which addressed gender stereotypes in an accessible and relatable way. With **over 223,000 views**, the series demonstrated the strong potential of storytelling-based content to engage wider audiences and spark discussion.

At the same time, local media played an important role in grounding the campaign in regional contexts. Radio interviews, newspaper articles, and online portals helped bring the topic of women's employment into public discourse, reaching audiences who may not have been directly involved in project activities.

Social media further reinforced this outreach by connecting activities over time. Partners used their platforms to share updates, promote events, and highlight key messages, ensuring a steady flow of communication across regions. Consistent posting generated stable engagement, with individual posts reaching **several thousand views** and maintaining interaction across platforms.

In the earlier stages of the campaign, social media also played an important role in building momentum - supporting participation in competitions and storytelling initiatives, and helping to gradually attract and engage audiences.

Overall, media and social-media outreach ensured that the campaign was not limited to individual events, but remained visible, relevant, and accessible throughout its duration.

CAMPAIGN IDENTITY AND MESSAGING

A consistent visual and messaging identity played an important role in connecting activities across regions and creating a shared campaign presence.

Rather than focusing only on challenges, the campaign deliberately used positive and empowering messages, highlighting women's skills, potential, and opportunities. This approach made the campaign more engaging and helped shift the narrative from limitation to possibility.

At project level, a central campaign slogan was developed to serve as a unifying message across all regions. This slogan was then translated and adapted into the languages of partner countries, ensuring both consistency and local relevance.

In addition to the main slogan, partners used supporting messages tailored to specific activities and target groups, allowing for flexibility while maintaining a common tone.

Key slogans included:

- *“Empowering women, WINning together!”*
- *“Osnaživanjem žena, WINimo se ka napretku!”*
- *“Подкрепяме жените за по-достъпна, приобщаваща и успешна професионална реализация” (“Podkrepjame ženite za po-dostapna, priobštavašta i uspešna profesionalna realizacija”).*
- *“Podpiramo ženske in krepimo skupnost. Skupaj gradimo boljše prihodnost za vse.”*

These messages were applied across campaign materials, including roll-ups, posters, social media content, and event visuals, contributing to a recognisable and unified identity throughout the campaign.

By repeating clear and relatable messages across different contexts, the campaign maintained a strong sense of continuity, even as activities were adapted locally.

Overall, a well-defined messaging approach ensured that the campaign was not only visible, but also easily recognisable and meaningful to diverse audiences.

PROMOTIONAL MATERIALS

Visual communication played an important role in strengthening the campaign's presence across regions.

Partners developed and used a range of materials, including:

- posters and billboards,
- roll-up banners,
- infographics,
- brochures and printed materials,
- branded promotional items and gifts, such as tote bags, canvas bags, lanyards, notebooks, pens, USB memory sticks, keychains, lip balms, purse hangers, antistress balls, and other campaign giveaways.

These materials served a dual purpose. They helped attract attention and communicate key messages in a simple and accessible way, while also contributing to a recognisable visual identity across the campaign.

Promotional items distributed to participants during events served as a small but meaningful gesture, allowing them to take a part of the campaign with them and extending its presence beyond the activities themselves. Across regions, branded notebooks, pens, tote bags, canvas bags, lanyards, USB memory sticks, and keychains were distributed during events, workshops, and stakeholder meetings. In the Czech Republic, branded lip balms, tote bags, and heart-shaped candies were distributed at the Alfa Women Festival and regional job fairs. In Bosnia and Herzegovina, a dedicated flyer with a QR code gave participants direct access to the Women's Ethno Hub online catalogue, extending the reach of the initiative into the digital space. In Bulgaria, roll-up banners and A0 posters were placed in the Edna ZaDruga community space and the partnering Art Space, while small brochures supported outreach by introducing new participants to the initiative.

Some partners went a step further with more symbolic and locally rooted gifts. In Hungary, participants received a seed bonbon — a decorative item made by a local artisan, containing flower seeds that grow into wildflowers when planted, a small reminder of growth and possibility. In Bulgaria, hand-crafted hearts bearing the Edna ZaDruga logo were given to each new woman joining the community, becoming a symbol of

belonging and mutual support. In Slovenia, purse hangers and antistress balls served as practical everyday reminders of the campaign's presence.

A particularly strong example of how the project's messages extended into everyday public space comes from Austria, where a visual concept developed within the WIN pilot activities further amplified the campaign's visibility.

As part of a school competition, students were invited to create visual concepts addressing the role of women in industry and mining. The winning design, created by a 15-year-old student, was selected and applied to a regional public bus, turning it into a moving visual statement.

The bus carried the slogan:

“ Strength has many faces – time to be seen. ”

Although this activity was originally part of the pilot actions, it significantly contributed to the broader visibility of the WIN project and reinforced its core messages. By circulating across the region, the bus brought these messages into everyday life and reached audiences beyond those directly involved in campaign activities.

In several regions, materials were also adapted to local contexts and languages, making them more relevant and accessible for target audiences. In this way, promotional materials supported both visibility and clarity, helping translate complex topics into understandable and engaging messages.

CAMPAIGN TOOLS AND INNOVATIVE FORMATS

In addition to events and communication activities, the campaign introduced several tools designed to engage audiences in more interactive and experiential ways.

WIN PILOT VIDEO

The WIN pilot video was developed as a central communication tool to present the core challenges addressed by the project, while also highlighting the solutions and opportunities created through the campaign.

The video captures the reality of women living and working in peripheral industrial regions, where labour markets are often shaped by historical industrial structures, limited employment opportunities, and persistent gender stereotypes. In these contexts, women remain underrepresented in emerging sectors and leadership roles, and their skills and potential are frequently overlooked.

At the same time, the video shifts the focus from challenges to action. It presents the WIN project as a platform for change, showcasing social innovations, pilot activities, and collaborative approaches that aim to strengthen women's position in the labour market. Through this, the video highlights how visibility, support, and access to opportunities can contribute to more inclusive and resilient regional development.

Beyond its informative role, the video was designed as a tool for engagement and dissemination. It is intended to be shared across platforms and used in different contexts: from events and workshops to online communication and stakeholder discussions. In this way, it supports not only awareness raising, but also dialogue and reflection on the structural barriers women face.

Importantly, the video also serves as a knowledge resource. By drawing on insights from the project's methodological toolkit and pilot activities, it provides a concise and accessible overview of key findings and approaches. This makes it useful not only for communication purposes, but also for partners, stakeholders, and policymakers interested in applying similar approaches in their own contexts.

Overall, the WIN pilot video contributes to the campaign by combining storytelling, knowledge sharing, and visibility, reinforcing the project's message that gender equality in labour markets is essential for sustainable and inclusive regional development.

You can watch the whole WIN Video [HERE](#).

WIN LIKE A WOMAN! – AWARENESS RAISING BOARD GAME

As part of the campaign's effort to introduce more interactive and experiential formats, the board game WIN LIKE A WOMAN! was developed as an innovative educational tool addressing the realities of women's employment in peripheral industrial regions.

The game was created to raise awareness of the specific challenges women continue to face in the labour market and in the workplace, particularly in traditionally male-dominated and peripheral industrial regions across the Danube Region. Through play, discussion, and cooperation, it encourages participants to reflect on structural inequalities, social expectations, and invisible barriers that shape women's professional and personal lives.

Players progress along the "Ladder of Success," representing career advancement, while encountering concepts grounded in real-life experiences. These include the glass ceiling, symbolising invisible systemic barriers to advancement; the mental load, reflecting the hidden emotional and cognitive burden often carried by women; and the pay gap bridge, a collective challenge that highlights the need for shared responsibility in achieving gender equality.

The purpose of the game is not only to inform, but to create understanding through experience. Through challenge cards based on realistic workplace situations, players are invited to propose solutions, exchange perspectives, and collectively reflect on how inequalities can be addressed. By engaging participants in a participatory and often reflective process, the game helps to make abstract concepts such as gender inequality, labour market barriers, and social disadvantage more tangible and relatable. Importantly, there are no wrong answers. The game is designed to open dialogue and inspire collaborative problem-solving rather than competition alone.

One of the key strengths of the game is its ability to engage diverse audiences. It can be used in workshops, educational settings, and community events, bringing together women and men, young people and adults, and different stakeholder groups. In doing so, it creates a shared space for discussion, reflection, and learning, while also contributing to challenging stereotypes and encouraging a more nuanced understanding of gender roles and opportunities.

Although players strive for individual progress, victory is only possible through cooperation. The game emphasises that gender equality cannot be achieved individually, but requires solidarity, mutual support, and collective action. In WIN LIKE A WOMAN!, no one truly wins unless everyone moves forward together.

As a reusable tool, the game has long-term value beyond the campaign itself. It can continue to support awareness raising, education, and dialogue in different contexts

— in schools, community organisations, workplaces, and beyond, ensuring that the project’s impact extends well beyond its immediate activities.

FINAL CONFERENCE

The WIN awareness-raising campaign concluded with a final conference held on 6 May 2026 at the Oroszlány Mining Museum in Hungary. A venue that could not have been more fitting: a place shaped by industrial history, now hosting a conversation about the future of women in exactly these kinds of regions.

The conference brought together partners, researchers, practitioners, policymakers, and stakeholders from across the Danube Region. The day brought together voices from science, policy, and the corporate world to reflect on the structural realities women face in peripheral industrial regions and to explore the concrete solutions, tested practices, and collaborative commitments that can move us forward. The programme moved from high-level perspectives in the morning to hands-on dialogue and workshops in the afternoon, creating space for both reflection and action.

Opening the conference

The conference was opened by Ákos Szépvölgyi, managing director of the Central Transdanubian Regional Innovation Agency (CTRIA), and Jani Kozina, lead partner from the Research Centre of the Slovenian Academy of Sciences and Arts (ZRC SAZU). Their opening remarks set the tone for the day: acknowledging how far the project has come, and how much work remains. The session also included a video greeting from Barbara Willsberger, priority area coordinator for PA 9 – To invest in people and skills, within the Danube Region Strategy, underscoring the broader European relevance of the issues the WIN project has been addressing.

Keynote session: “Beyond good intentions”

The morning programme centred on a keynote session titled “Beyond good intentions: Structural, scientific and corporate perspectives on women’s labour market participation”. Three speakers, each bringing a different professional lens, addressed what actually shapes women’s opportunities in industrial regions, and what it takes to change them.

~ DR. ERIKA NAGY

Dr. Erika Nagy, geographer and senior research fellow at the ELTE Centre for Economic and Regional Studies, opened with a presentation titled “Within and beyond factory gates: Structural conditions and everyday realities shaping gendered labour market processes in industrial regions.”

Her talk grounded the conversation in evidence, examining how broad economic structures translate into the lived experiences of women in regions like those at the centre of the WIN project.



~ MELINDA TOPOLCSIK

managing director and plant manager at Bridgestone Tatabánya Ltd., spoke from direct corporate experience in her presentation “Beyond Inclusion: Rethinking Leadership for Women in Multinational Environments.”

She challenged the notion that good intentions alone are sufficient, and made the case for redesigning systems, not just opening doors.

Melinda Topolcsik
Managing Director & Plant Manager
at Bridgestone Tatabánya

~ DR. ERIKA NAGY

Dr. Erika Nagy, geographer and senior research fellow at the ELTE Centre for Economic and Regional Studies, opened with a presentation titled “Within and beyond factory gates: Structural conditions and everyday realities shaping gendered labour market processes in industrial regions.”

Her talk grounded the conversation in evidence, examining how broad economic structures translate into the lived experiences of women in regions like those at the centre of the WIN project.



WIN TALK SHOW: WHO REALLY HOLDS THE KEY?

Following the keynote, the three speakers remained on stage for the WIN Talk Show — a roundtable discussion posing the central question: “Who really blocks women’s labour market opportunities and who can unlock them?” The discussion moved between the systemic and the personal, between policy frameworks and everyday workplace decisions. The format which was open, dialogic, and direct, invited participants to move beyond polite agreement and engage with the harder questions: Where do the real obstacles lie? Who has the power to remove them? And what happens when good intentions run up against structural inertia? The conversation was one of the highlights of the day: honest, grounded, and energising.



WIN RESULTS LAB: WORKSHOPS IN ACTION

After lunch, the focus shifted from listening to doing. Participants were divided into three groups and rotated through a series of interactive workshop labs, each running for 35 minutes and tackling a distinct dimension of the challenge. The format was deliberately collaborative: small groups, guided discussion, and a shared drive to identify practical takeaways.

The first group focused on the structural obstacles that continue to limit women’s access to and participation in the labour market, with a particular emphasis on peripheral industrial regions, exploring how institutions — from employers to public services, can either reinforce or begin to dismantle those barriers. The second drew directly on approaches tested during the WIN project, creating space to examine what social innovation looks like in practice: what worked, what needed adaptation, and what could be replicated or scaled in different regional contexts. The third turned to the enabling conditions for lasting change — the skills, knowledge, institutional support and sustained commitment needed to meaningfully improve women’s labour market participation over time and explored how individual and institutional capacity are deeply connected. The group also reflected on the awareness-raising efforts carried out throughout the project, discussing the role





of dedicated campaigns in shifting perceptions and building broader societal support for women’s participation in the labour market.

Closing and celebration

The formal programme was followed by a guided tour of the Oroszlány Mining Museum — an opportunity to walk through the region’s industrial past and reflect on how that history continues to shape the present. It was a fitting final act for a conference that had spent the day connecting structural forces to lived realities. The evening brought the partnership together for dinner at the Hilltop Winery in Neszmély, a chance to step back from the programme, reconnect across organisations and countries, and celebrate what this collaboration has built over the course of the project.

The WIN final conference was not simply a presentation of results. It was an opportunity to reflect on how much collaboration, dialogue, and shared commitment matter when working towards a more inclusive labour market for women. The conversations that took place on 6 May, and the connections they deepened, will continue to shape the work ahead.

KEY PERFORMANCE INDICATORS (KPIs)

The WIN awareness raising campaign generated results at several levels: direct participation, media visibility, digital reach, stakeholder engagement, and concrete labour-market interaction. Because the campaign was implemented across several countries and through different formats, the KPI section is intended not only to show totals, but also to make clear how these results were measured.

Across the campaign, a total of **23 events** were organised, engaging **5249 participants**, of which a significant majority were women. Activities ranged from small-scale workshops to large public events, reflecting the diversity of approaches used across regions. The initial target of reaching at least **150 participants** through targeted activities was significantly exceeded. Across verified targeted events, documented through signed attendance records, **710 participants** took part directly — **605 women and 105 men**.

At the same time, the campaign achieved strong visibility through digital and traditional media channels, reaching over **210,000 people online** and generating **50+ media features** across radio, online platforms, and print media.

Beyond overall figures, the data shows that individual activities also made a significant contribution to the campaign’s results. Larger public events were able to attract several hundred participants and generate substantial media visibility, while digital formats extended the reach further and ensured continuity between activities.

Note: Figures on total participants and digital reach are based on partner reporting and may include estimated reach. Targeted participant figures (710) are based on verified signed attendance records.

OVERALL CAMPAIGN KPIS

~ KPI	~ RESULT	~ EXPLANATION
Number of events organised	23	Includes all campaign events across regions (minimum 3 per region).
Targeted participants (verified attendance lists)	710	Direct participants at targeted events, documented through signed attendance records, of which 605 women and 105 men.
Total participants (all events)	5249	Sum of participants across all reported activities.
- of which women	3937	Majority share of participants across events.
Social media reach (estimated)	210,000+	Combined reach across all partner platforms.
Media features	50+	Includes radio, print, online media, and TV coverage.
Video views (pilot video)	100	Total views across platforms.
Podcast views / listens	223,848+	Includes podcast and audiovisual content across pilot regions
Sociopoly game uses		Copies distributed / participants engaged.

In addition to aggregated data, selected activities illustrate the campaign's impact in more concrete terms.

Selected large-scale events significantly contributed to the overall campaign results. For instance, single events were able to reach over **500 participants** and generate extensive media coverage, with reach exceeding tens of thousands of people.

This demonstrates how individual events, when well-structured and widely promoted, can significantly contribute to overall campaign visibility and engagement.

DIGITAL AND MEDIA PERFORMANCE

Digital communication significantly contributed to the overall reach of the campaign, complementing on-site activities and ensuring continuity between events.

Consistent activity across platforms ensured that campaign messages remained present over time, with individual posts reaching several thousand users and contributing to overall engagement. In parallel, traditional media coverage helped bring campaign topics into broader public discussion and strengthen visibility at regional level.

~ CHANNEL	~ OUTPUTS	~ REACH / VIEWS	~ NOTES
Facebook	50+	180,000+	Campaign posts across partners
Instagram	20+	30,000+	Strong engagement channel
YouTube		223,848+ / [YT_TOTAL]	Includes podcast and video content
Online media & Traditional media	50+	125,000+	Online media, Radio, print, TV

Engagement and labour-market interaction

A key added value of the campaign was its ability to connect awareness-raising activities with concrete labour-market opportunities and stakeholder interaction.

Across regions, campaign activities enabled direct interaction between women and employers, promoted job vacancies and career opportunities, and supported applications as well as follow-up engagement. These activities went beyond general awareness-raising by creating practical entry points for labour-market participation and cooperation among stakeholders.

Across all participating regions, the campaign engaged at least **155 employers** through job fairs, networking events, mentoring activities, and stakeholder collaboration. These figures represent minimum confirmed engagement based on partner reporting, as some stakeholder participation was not fully quantified across all regions.

In addition to employer engagement, the campaign also involved a broad range of stakeholders, including public institutions, educational organisations, and civil society actors. At least **13 public institutions and business support organisations, 10 NGOs and women's associations, and 10 educational institutions** (including high schools and universities) were directly involved in campaign activities. These stakeholders contributed to implementation, outreach, knowledge exchange, and strengthening institutional dialogue.

While comprehensive and fully comparable data on job vacancies and applications is not available across all regions, partner reports consistently indicate that labour-market interaction was a key component of the campaign. In several cases, activities went beyond awareness raising and created direct pathways to employment, networking, and future cooperation.

For example, the Employment Fair HBC 2025 in Bosnia and Herzegovina:

- engaged **35 employers**,
- presented **123 job vacancies**,
- resulted in **161 job applications submitted**.

These results illustrate how awareness-raising activities, when combined with practical opportunities, can contribute to tangible labour-market outcomes and improved access to employment.

~ INDICATOR	~ RESULT	~ NOTES
Employers engaged	155+	Through fairs, events, and networking
Job vacancies presented	123+	Reported from Bosnia and Herzegovina case
Job applications submitted	161+	From employment fair activities and follow-ups
Institutions involved	13+	Public bodies, employment services, chambers
NGOs involved	10+	Outreach and community engagement
Educational institutions involved	10+	Schools and universities

The combination of quantitative reach and qualitative engagement demonstrates that the campaign not only reached a wide audience, but also created meaningful opportunities for interaction, stakeholder cooperation, and tangible labour-market impact.

EVALUATION AND METHODOLOGY

EVALUATION APPROACH

The campaign was evaluated through a combination of quantitative and qualitative methods, allowing for a balanced understanding of both reach and impact.

Data was collected consistently across partners throughout the implementation period and included:

- participant numbers from events,
- social media analytics,
- media monitoring,
- feedback questionnaires from participants.

Data was collected continuously throughout the campaign, with partners contributing data from events, communication activities, and media monitoring. Basic cross-checks were applied where possible, comparing reported figures with event records and communication outputs to ensure consistency.

This approach made it possible to capture not only how many people were reached, but also how activities were experienced by participants.

PARTICIPANT FEEDBACK AND KEY INSIGHTS

Feedback collected during campaign activities confirms a high level of participant satisfaction and relevance of the implemented formats.

In the case of the Employment Fair HBC 2025, for example:

- **75% of participants evaluated the event as useful.**
- **80% expressed willingness to attend similar events in the future.**

Across regions, similar trends were observed. Activities that combined direct interaction, practical information, and access to opportunities were consistently evaluated as the most valuable.

These findings indicate that the campaign was particularly effective when it moved beyond awareness raising and provided concrete, experience-based engagement.

PATTERNS AND LESSONS FROM IMPLEMENTATION

Several consistent patterns emerged across the campaign that help explain its effectiveness.

Activities that combined direct interaction with practical opportunities: such as job fairs and networking events, consistently generated stronger engagement and more tangible outcomes.

Accessibility also played an important role. In cases where logistical barriers were reduced: for example, through organised transport, participation increased, particularly among women from more remote areas.

At the same time, the importance of personal interaction became evident. Opportunities to speak directly with employers, institutions, and other participants created a level of trust and motivation that is difficult to achieve through communication alone.

OVERALL ASSESSMENT

Building on these observations, the campaign was most effective when different elements were combined: visibility, accessibility, and direct engagement.

Activities that integrated these components not only reached a wide audience, but also created meaningful experiences for participants. In particular, formats that enabled interaction and follow-up opportunities proved more impactful than one-way communication alone.

Digital communication supported this by maintaining visibility over time, ensuring that campaign messages remained present beyond individual activities.

Overall, the campaign demonstrates that awareness raising is most effective when it is closely linked to real opportunities, personal engagement, and local relevance.

TARGET GROUPS AND OUTREACH

From the beginning, the WIN campaign recognised that women in peripheral industrial regions are not a single, uniform group. Their needs, opportunities, and barriers differ depending on age, education, employment status, and local context.

For this reason, the campaign targeted a broad range of groups, while allowing partners to adapt their approach based on regional realities.

The primary focus remained on women, but activities were designed to include and engage a wider ecosystem of stakeholders who influence access to employment and opportunities.

TARGET GROUPS

Across all regions, the campaign reached a diverse set of target groups. The primary focus was on women, including unemployed women and jobseekers, women entrepreneurs and small business owners, young women and students, as well as women from rural or peripheral areas and those with lower levels of formal education.

In addition, several sub-groups were specifically addressed through targeted activities. These included mothers returning to the labour market, women interested in career change or upskilling, and women involved in traditional sectors such as crafts and agriculture.

Beyond women, the campaign also engaged employers and companies, public employment services and institutions, NGOs and civil society organisations, educational institutions, and the general public.

This broader engagement was essential, as it allowed the campaign to address not only individual barriers, but also the institutional and structural factors that shape access to employment in these regions.

~ COUNTRY / REGION	~ TARGET GROUPS	~ OUTREACH CHANNELS
Bosnia and Herzegovina	Unemployed women; young jobseekers; women returning to work; employers	Employment services; job fairs; local media; organised transport; community networks
Czech Republic	Women jobseekers; students; graduates; employers	Job fairs; schools and universities; public events; local media
Austria	Young people; students; general public; women in industrial regions	School competition; public space (bus branding); social media; regional media
Hungary	Women interested in career development; general public; youth	Podcast (NEMIGEN); social media; workshops; community events
Serbia	Women entrepreneurs; women in traditional sectors; rural women	Local networks; community initiatives (Ethno Hub); events; online promotion
Slovenia	Young women; aspiring entrepreneurs; students	Workshops; networking events; institutional partners; online communication
Bulgaria	Women in local communities; vulnerable groups; jobseekers	Community-based outreach; NGOs; local events; informal networks

OUTREACH APPROACH

Across regions, partners used a combination of formal and informal channels to reach participants, adapting their approach to local contexts and target groups.

Formal channels included employment services and public institutions, schools and universities, NGOs and partner organisations, as well as media and digital platforms. These channels were particularly important for structured outreach, visibility, and coordination.

At the same time, partner reports highlighted the importance of informal and community-based approaches, such as word-of-mouth, personal networks, and local community connections. These proved especially effective in reaching women who are less likely to engage with formal structures or digital communication.

This combination of approaches allowed partners to extend their reach beyond typical audiences and engage groups that are often underrepresented in labour market initiatives.

Conclusion of the section

The campaign's outreach strategy successfully combined structured targeting with local adaptability. By engaging both specific target groups and the wider ecosystem around them, the campaign was able to reach diverse audiences and create meaningful connections.

Importantly, the combination of institutional channels and community-based outreach ensured that activities were not only visible, but also accessible - particularly to women who are often harder to reach through traditional communication methods.

WOMEN PERSONAL STORIES AND REFLECTIONS

While the results of the campaign can be measured through numbers - participants reached, events organised, or media visibility, these figures only tell part of the story.

The real impact of the WIN campaign is best understood through the personal experiences of the women who took part in its activities.

Throughout the project, partners collected personal stories of women from different regions, backgrounds, and life situations. These stories reflect not only achievements, but also challenges, uncertainties, and everyday realities. Together, they offer a more honest and nuanced picture of what it means to live and work as a woman in peripheral industrial regions.


Some of these stories speak about finding new opportunities, others about overcoming barriers, and many about small but meaningful shifts - gaining confidence, feeling seen, or taking a first step that once seemed out of reach.

In this report, we highlight a selection of stories that best capture the diversity of these experiences. The full collection is available online.

~ **LUCIE JEJKALOVÁ**
(CZECH REPUBLIC)

Lucie's journey reflects the realities of entrepreneurship in times of uncertainty. As the founder of a restaurant and later a meal-based business, she faced significant challenges during the COVID-19 period, including closures, financial losses, and difficult decisions about the future of her company.

Despite these pressures, she chose to continue, motivated by a strong sense of responsibility toward her team and her work. Over time, her business stabilised, and she was able to expand her activities into new areas. Her story highlights the resilience required to sustain a business under challenging conditions and the importance of persistence.

A photograph of Lucie Jejkalová, a woman with long blonde hair and glasses, wearing a white sports bra and a dark jacket. She is flexing her right arm, showing several tattoos on her forearm and upper arm. The background is a solid dark color.

***“If I am proud
of anything,
it is that
I did not give up.”***


Read the full story: [\[LINK\]](#)

~ **KATALIN ÁDÁM**
(HUNGARY)

Katalin built her career in the construction sector, an industry traditionally dominated by men. After losing her initial position due to structural changes, she established her own company and successfully led it over many years.

Throughout her career, she faced situations where her role and authority were questioned, but she gradually established her position through experience and confidence. In parallel, she became involved in supporting other women and promoting cooperation and visibility.

Her experience reflects both progress and ongoing challenges, particularly in balancing professional and personal life.

A photograph of Katalin Ádám, a woman with short, wavy blonde hair, wearing a dark jacket and a polka-dot scarf. She is smiling and looking towards the camera. The background is a solid dark color.

***“Do not be
a servant,
be a woman –
create your
own existence.”***

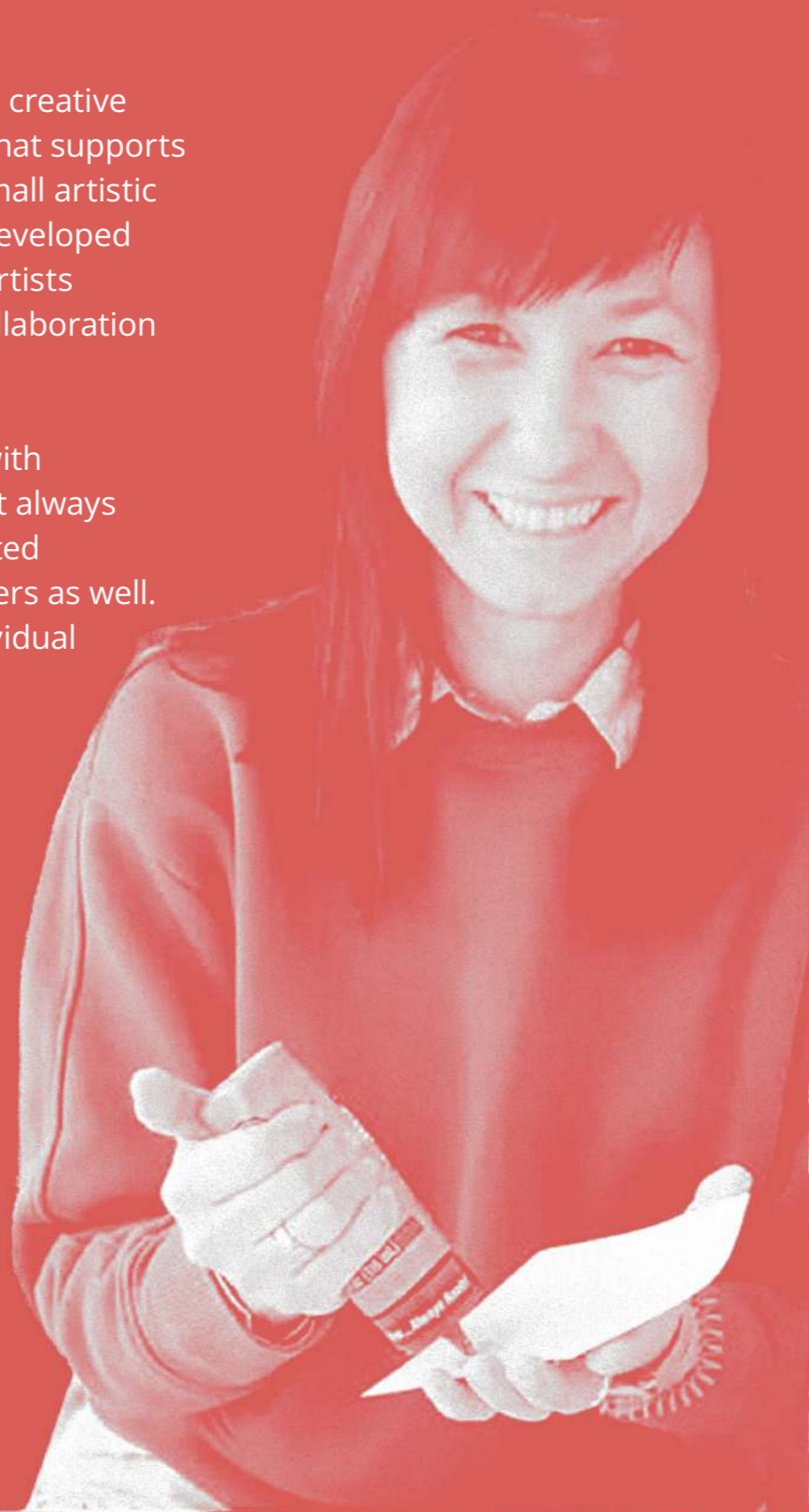
Read the full story: [\[LINK\]](#)

~ **SNEZHANA MITSEVA**
(BULGARIA)

Snezhana transformed a personal creative interest into a community space that supports other women. What began as a small artistic initiative during maternity leave developed into a studio that connects local artists and provides opportunities for collaboration and visibility.

Balancing family responsibilities with professional development was not always easy, but over time her work created a supportive environment for others as well. Her story demonstrates how individual initiative can grow into a broader community resource.

Read the full story: [\[LINK\]](#)



~ **JOHANNA IRRGEHER**
(AUSTRIA)

Johanna's career path illustrates how professional directions can evolve over time. Initially considering a different career, she eventually moved into scientific research and became a professor in analytical chemistry.

Her journey was not linear, but shaped by decisions, adjustments, and new opportunities. Working in a field where women remain under-represented, she highlights the importance of flexibility and confidence in navigating career choices.

Her experience shows that career paths do not need to be fixed, but can develop gradually through exploration and learning.

Read the full story: [\[LINK\]](#)



STORIES ACROSS REGIONS

Across other regions, similar experiences were observed, highlighting common patterns despite different local contexts.

In Slovenia, participants emphasised the importance of smaller-scale events, particularly networking and entrepreneurship activities, which helped build confidence, exchange experiences, and create new connections.

In Serbia, community-based initiatives such as the Women's Ethno Hub supported women entrepreneurs by strengthening local networks, increasing visibility, and creating opportunities for collaboration, particularly in traditional sectors.

In Bosnia and Herzegovina, employment-focused activities, such as job fairs, created direct pathways to job opportunities. These events demonstrated the practical impact of the campaign by connecting women with employers and enabling concrete next steps in the labour market.

EXPLORE MORE PERSONAL STORIES

Beyond the selected examples presented in this report, a broader collection of personal stories was developed across all participating regions, reflecting the diversity of experiences, backgrounds, and life situations of women involved in the WIN campaign.

In total, **26 personal stories** were collected, with contributions from each region.

These stories capture a wide range of perspectives, including:

- women entering or re-entering the labour market,
- entrepreneurs developing their own initiatives,
- professionals working in traditionally male-dominated sectors,
- women contributing to their communities through long-term engagement,
- and individuals navigating career changes, uncertainty, and personal growth.

While each story is unique, together they highlight common themes across regions: resilience, adaptability, and the importance of support networks and opportunities.

To maintain the readability of this report, only a selected number of stories are presented in detail. The full collection is available online:

Explore all personal stories here: [INSERT MAIN LINK]

These stories provide further insight into the lived experiences behind the campaign results and offer a deeper understanding of its long-term impact.

PARTICIPANT VOICES



Throughout the campaign, participants highlighted the importance of practical engagement, interaction, and learning opportunities. Their feedback reflects how activities were experienced on the ground and the value they created for individuals.



“ I really enjoyed the workshop! I learned something new and the instructor was engaging and inspiring. ”



“ We would like to take this opportunity to thank the Employment Office of the Herceg-Bosnian County for organizing the Employment Fair and to express our full support for all initiatives that contribute to the development of the local community and the improvement of employment opportunities. We believe that every initiative of this kind has a clear and valuable mission – to connect employers and jobseekers and to encourage positive changes in the labour market. ”

Dominika Rosić, Human resources management, B KRUG d.o.o.



“ The Career Day provided valuable insights into different career paths and helped me better understand the variety of opportunities available to me. It encouraged me to reflect on my future choices and showed me that my decisions are flexible and can evolve over time. I especially appreciated the open discussions and the chance to hear real experiences, which made the event engaging and relatable. ”

Participant of the Career Day event in high school in Trbovlje, Slovenia

PARTNER REFLECTIONS



In addition to participant feedback, project partners provided reflections on the implementation process and the impact of activities at regional level.

Across all regions, partners emphasised the importance of direct engagement, collaboration, and adaptability as key factors contributing to the campaign's success.

Below, partners share their reflections, offering insights into their experiences and the impact of the campaign in their regions.



The WIN awareness-raising campaign demonstrated that carefully planned and well-orchestrated soft measures can influence perceptions within smaller local communities.

Jani Kozina, Research Centre of the Slovenian Academy of Sciences and Arts Lead partner, Slovenia



In March 2026, we proudly concluded an awareness campaign as part of the WIN project, which focused on empowering women in the Zasavje region, specifically in Trbovlje. Through three key events - ranging from an inspiring entrepreneurship breakfast and a career day for young people to a hands-on hackathon - we succeeded in directly connecting 83 individuals. The key finding is that it is precisely personal connections and the exchange of real-life experiences that give participants the most momentum and concrete solutions to challenges such as valuing their own work or balancing career and family. Although we reached more than 3,800 people through digital posts, what pleases me most is the fact that, together with our partners, we have succeeded in contributing to the building of a local network that will serve as lasting support for women in their professional development.

Mirna Buić, Association for Culture and Education PiNA, Slovenia



We were really delighted with the success of our Role Model campaign, which ran in print media and was in addition promoted on social media. It generated not only high traffic figures, but received exceptionally positive feedback from readers and the general public, as well as from the role models and the Social Innovation Group.

Our creativity competition was great fun too, and the result was visible far and wide: a specially designed regional bus that tours the region for a whole year as an ambassador for our cause and the WIN project.

The premiere of our play about women in industrial regions ("The Only One in the Room") is just around the corner. It is a different form of communication that uses cultural means to convey the message in an accessible way. Similarly, our travelling exhibition "100 Years of Women in the Coal-Mining Region" has reached a wide audience and has been met with a great and positive response.

Gerfried Tiffner, Registered Association Styrian Iron Road, Austria



If you are unemployed or have a business idea, don't wait—be proactive. Visit the Employment Service, explore available programmes, and actively look for opportunities, because partnership only works when both sides are engaged.

The Employment Service today is more than just registration—it is an active partner in finding a job or shaping your career path. The WIN project, especially the business literacy training and employment fair, clearly showed how effective this approach can be when individuals and institutions work together.

Diana Čačija, Director of the Employment Office of the Herceg-Bosnian County



The WIN awareness-raising achieved exactly what we aimed for: clear visibility combined with measurable engagement. The combination of media outreach and on-site activities proved effective in facilitating direct interaction between employers and jobseekers, while at the same time initiating dialogue between stakeholders and decision-makers on the challenges women face in the local labour market. In the end, the campaign worked well because it went a step further than awareness alone.

Darko Perković, Project Manager, Employment Office of the Herceg-Bosnian County



What stood out most was the atmosphere during the campaign activities, particularly at the employment fair. The interactions felt natural and open, and it was clear that both employers and jobseekers were genuinely engaging with each other. It showed that this type of initiative is both needed and valued, and that well-coordinated outreach can lead to meaningful connections and real impact.

Janja Rimac, Communications Manager & Employment Fair Coordinator,
Employment Office of the Herceg-Bosnian County



As an active partner in the WIN INTERREG Danube project, the University of Graz has been closely involved in its overall implementation, focused mainly on targeted communication with students and the academic community. By using our existing channels, we were able to reach an audience already engaged with these topics.

A key highlight for us was the very positive feedback from students and colleagues, which reflected a strong interest in the project themes and their relevance in an academic context. The campaign materials were clear and easy to integrate into our communication and teaching activities, which supported a smooth and consistent outreach.

Overall, we found this focused approach to be effective in raising awareness and encouraging discussion within our regional and academic networks. Even with a relatively small role in the communication campaign, it contributed meaningfully to increasing visibility of the project and its objectives.

Jörn Harfst, University of Graz, Austria



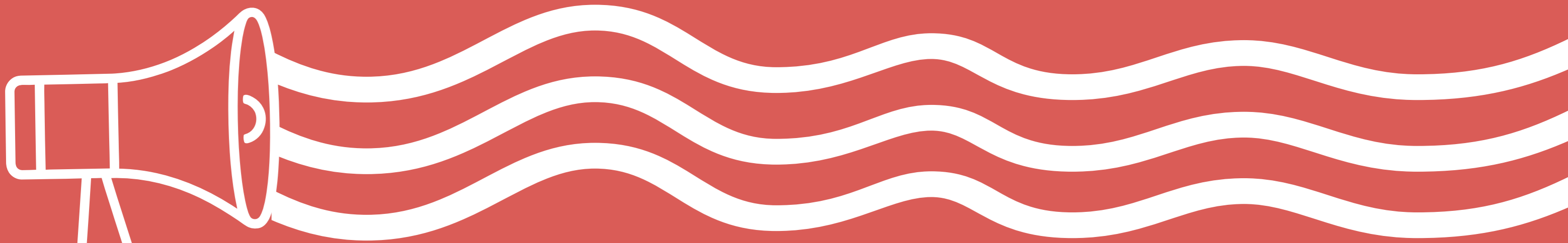
Our organisation actively contributed to the WIN awareness-raising campaign in Canton 10 with a focus on strengthening the position of women in the labour market, particularly in peripheral and less-developed areas. Through direct engagement with local stakeholders and communities, including the organisation of a round table discussion in Livno, we facilitated open dialogue between women entrepreneurs, unemployed women, public institutions, and business support organisations.

The campaign highlighted key challenges such as administrative barriers, limited access to information, and insufficient financial and mentoring support. At the same time, it revealed a strong motivation among women to engage more actively in entrepreneurship and employment. One of the most impactful elements was the sharing of personal stories, which demonstrated resilience and served as encouragement for other women.

The visibility of the campaign was further strengthened through official publication on the Government's Facebook page, which resulted in significant reach, positive public response, and recognition of the initiative within the wider community.

Overall, we consider the campaign successful in increasing the visibility of women's entrepreneurship and fostering cooperation between stakeholders. The experience confirmed that interactive approaches, such as dialogue and storytelling, have a stronger impact than traditional awareness-raising methods and should be further developed.

Taken together, these reflections highlight several recurring themes across regions. They point to the importance of practical engagement, collaboration, and locally adapted approaches in achieving meaningful impact.



KEY FINDINGS AND LESSONS LEARNED

The implementation of the WIN awareness-raising campaign across different regions revealed several consistent patterns that help explain both its strengths and its challenges.

SUCCESS FACTORS

One of the clearest success factors was strong local engagement. Activities were most effective where partners were well connected to their communities and able to work closely with local institutions, employers, associations, and informal networks. This local anchoring helped ensure that campaign activities were relevant, accessible, and responsive to the actual needs of women in each region.

Another important strength was the combination of online and offline activities. On-site events created space for direct interaction, trust-building, and practical exchange, while digital communication extended visibility and helped maintain continuity between activities. Together, these formats allowed the campaign to achieve both depth and reach.

Innovative approaches also proved highly valuable. Formats such as podcasts, storytelling, educational tools, and community-based initiatives helped communicate complex issues in more accessible and engaging ways. They offered alternatives to more traditional communication methods and made it possible to reach wider and more diverse audiences.

At the same time, the campaign confirmed the importance of direct interaction between stakeholders. Activities that brought women, employers, institutions, and support organisations into the same space were often the most impactful, as they enabled dialogue, strengthened mutual understanding, and created concrete opportunities for follow-up.

CHALLENGES

Alongside these strengths, several challenges also emerged. Reaching diverse target groups required significant effort and local adaptation, particularly in cases where women were less connected to formal institutions or digital channels. Data collection also proved uneven across regions, making consistency in reporting more demanding than initially expected. In addition, coordinating activities across multiple countries and contexts required flexibility, regular communication, and continuous alignment between partners.

LESSONS LEARNED

Several important lessons can be drawn from the campaign.

First, personal contact remains crucial. Awareness-raising is most effective when it creates real spaces for exchange, participation, and trust.

Second, storytelling significantly increases engagement. Personal narratives help make structural issues more relatable, visible, and emotionally resonant.

Third, local adaptation is essential. Even within a shared project framework, activities need to respond to the realities of each region in order to be meaningful.

Finally, transnational cooperation strengthens impact. The continuous exchange between partners helped improve activities, build coherence across regions, and create a stronger overall campaign.

Taken together, these findings show that the campaign was most successful where communication, participation, and local relevance were combined.



CONCLUSIONS AND FUTURE OUTLOOK

The WIN awareness-raising campaign demonstrated that meaningful change begins when visibility is paired with participation. By combining communication with direct engagement, the campaign moved beyond highlighting inequalities and created concrete opportunities for women to connect, build confidence, access support, and explore new paths in the labour market.

A key strength of the campaign was its integrated approach. Rather than relying on a single method, it combined public visibility, practical opportunities, local partnerships, and innovative formats. This made activities more relevant, accessible, and effective across different regional contexts.

The campaign also confirmed the importance of social innovation in addressing labour market inequalities. Participatory and community-based approaches proved particularly valuable in creating spaces for dialogue, reflection, and action - especially in regions where structural and cultural barriers persist.

Importantly, the campaign highlighted that women's empowerment is not only a social objective, but also a driver of regional development. Supporting women's access to employment, entrepreneurship, skills, and visibility contributes to stronger, more resilient, and more inclusive local economies.

Looking ahead, the campaign leaves a strong foundation for future action. It generated tested formats, strengthened partnerships, and practical insights into what works in supporting women's labour market participation. Many of the approaches developed, such as participatory events, storytelling formats, and digital content, have clear potential for continuation and adaptation.

Sustaining this momentum will require continued cooperation between public institutions, employers, educational actors, NGOs, and local communities. Integrating the campaign's lessons into policies and local practices will be essential to ensure long-term impact.

Ultimately, the WIN campaign shows that awareness-raising is most effective when it is connected to real opportunities, real experiences, and real local contexts. It did not only communicate change - it helped create the conditions for it.